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Salon Du Chocolat

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The event I attended was *Salon De Chocolat* at the Javits Center. It wasn't just a new experience but the event was very intriguing. It was fun to see and learn how the products were introduced and displayed to the buyers. The event also showed various types of chocolates made from all over the world such as infused chocolates, chocolate liqueur, and chocolate sculptures. As a viewer at this event, the most fascinating part was the chocolate dresses. It is amazing to see how chocolate can be created in so many ways.

Learning some of those marketing traits, would be to really intake the way the seller is selling their product to you, and what they are doing to catch your attention to their product. Basically making their product stand out from the rest. At the exhibit, there were three booths who really caught my attention with their selling techniques. It even made me go back and buy their products before I left. For me personally, I liked those products that looked more homemade. The products what looked like they were really thought out and the seller really took pride in. Those showed me as a buyer, that they didn't just want to make money out of cocoa beans but that they really tried and use their creativity. What this whole experience taught me is to really stand out, and show the true value of your product and how different yours is from the rest. Let your product tell a story of how it was created and how you can relate to that buyer. As well as showing me that in business, start small and move forward little by little.

As a participant of this event, I view it as an opportunity for the students who attended

because it gave us all the chance to see how we all could develop our products and introduce

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them to a certain control group. After witnessing the buyer and seller bond I notice chocolate was in everyone's interest but it was the way the seller was promoting it. Some booths were crowded and some booths were empty but if the sellers was not interactive or attracting, there was no one there. So I believe the objective was to learn some marketing strategies.

As it was mentioned before, the chocolate dress was outstanding. Shown in Figure. 1 it display one of the dress and it express its vibrant colors of the flowers which was very appealing. The dress was paired with a sun hat, boots and a bitten fringe chocolate bag. The bag was my favorite accessory paired with this dress.



Figure 1: Chef and Designer by Lisa Mansour

Located at Javits Center

**Reference**

Salon du Chocolat NY. (n.d.).

Retrieved from <https://www.salonduchocolatny.com/en-gb.html>.